

WWA Board of Directors Agenda



6:30-8:00 pm 21 April 2021 - ON ZOOM

Join Zoom Meeting:

<https://us02web.zoom.us/j/86930691362?pwd=SDRJU0lyQW1VZGZVUVJkUTVIQnhhZz09>

Meeting ID: 869 3069 1362

Passcode: nhat1n

Time (pm)	#	Subject	Lead	Purpose & Expected outcome	Preparation
6:30	1	Roll call	Urben	Quorum	n/a
6:32	2	Agenda review and repair	Urben	Common basis for meeting	Review Agenda and submit any additional topic to Urben and Ross, prior if possible
6:35	3	Dev Committee: Survey opportunity	Elwing Banaszak	Board guidance on idea of membership survey (guest attendee: Kevin Banaszak)	Consider the value of a survey (or series of surveys) that can help guide WWA programs consistent with membership attributes / desires
6:45	4	Financials	Ross / Urben	Shared understanding of WWA financial condition; PPP update; Staff compensation – Board guidance on way forward.	Review financials package on Board webpage
7:00	5	BBB report	Ross	Understanding the history and status of BBB's review of WWA; Take decision on financial compilation for 2020; Consider/approve Evaluation policy	Review BBB report/ED assessment and Draft Evaluation Policy (below)
7:10	6	Increasing Chapter involvement	Ducato / Urben	Discussion: how do we increase chapter engagement in WWA missions	Review Ducato/Bartelmez/Urben email of 11/12 April; Consider the appropriate expectations for a chapter; How do we better engage the chapters beyond fundraising.
7:20	7	Director engagement	Urben	Open discussion about expectations and commitments for Directors	Consider time, energy, financial requirements of being a director. Is it appropriate? Can we find a better balance?
7:30	8	Education Committee	Urben	Understand committee status – solicit new chairperson.	none
7:35	9	Mbr/Comms, Habitat, Policy Committee updates	Ermert, Freck, Ross	Key committee initiatives update	none
7:50	10	EXPO update	Ross	Update; MoU status	none
7:55	11	Action review and wrap-up	Urben	Review any actions and follow-up dates; next board meeting	None
8:00	12	Adjourn	Urben	Review actions	None

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Better Business Bureau Charity Evaluation – report from Executive Director

WWA has been trying to meet the BBB’s charity evaluation standards for years, unsuccessfully. Meeting these standards gives prospective donors confident that the monies they may donate are efficiently spent on the missions of the organization. When was confronted with this situation two years ago, I reviewed the BBB material and supporting WWA material and worked with our accountant to make sure our accounting was CPA-reviewed and presented in a way that positioned WWA to achieve the various financial standards the BBB requires.

As a result, we got closer in 2019. So when the BBB did their review for 2019 only a month ago (there are time lags associated with annual reporting, tax preparation and other accounting functions), they identified 5 areas where WWA fell short of meeting all the standards. Since then we have been working with the reviewer to ensure WWA’s situation is presented fairly. Two of the shortcomings are related to having a formal evaluation program in place, the subject of the draft evaluation policy (below). By approving this evaluation policy, BBB will accept that we now comply with two of the five deficient areas.

The remaining three deficiencies relate to accounting/financial results:

- Spend at least 65% of our total expenses on program activities [such a education, advocacy, habitat].
- Spend no more than 35% of related contributions on fundraising”. “related contributions includes donations, legacy gifts and other gifts as received as a result of fundraising efforts.
- Have our financial books subjected to a CPA review. We can meet this expectation by authorizing a CPA to conduct a “compilation” of our books, as we have in years past, but did not do in 2019 for financial reason (as approved by the Exec Committee / Board).

Fortunately, BBB has stated they will reconsider their deficiency findings IF we can address these areas in the next few months. And coincidentally, our CPA has stated they can conduct a WWA compilation over the next month and a half (or so)—which is a little e. So the board should consider authorizing this 2020 compilation effort--which had been WWA standard practice pre-COVID. Our preliminary 2020 financial results indicate we will well-exceed the BBB standards—a table is shown below showing these results for 2017-2020.

BBB Standard					
#8 "Program Expenses - spend at least 65% of its total expenses on program activities"	FY	Program exp	Total Expenses	%	GOAL %
	2017	\$233,125	\$381,185	61%	65%
	2018	\$258,692	\$432,289	60%	65%
	2019 (est)	\$241,021	\$379,324	64%	65%
	2020 (est)	\$229,916	\$322,541	71%	65%
#9 "Fundraising - spend no more than 35% of related contributions on fundraising [related contributions included donations, legacies, and other gifts received as a result of fundraising efforts]"		Total f/r expenses	Total Related Contributions	%	GOAL %
	2017	\$116,091	\$284,884	41%	35%
	2018	\$139,785	\$325,139	43%	35%
	2019 (est)	\$105,613	\$263,785	40%	35%
	2020 (est)	\$73,254	\$279,954	26%	35%

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Draft Effectiveness Assessment Policy

To be considered by the BoD on 23/April 2021

Upon approval, to be placed in WWA's Policy and Procedures Manual

It is the policy of WWA to continuously increase the impact or effectiveness of its external and internal functions, while seeking efficiencies to leverage our limited resources. To that end:

1. WWA's Executive Director, with board approval, shall ensure that WWA has defined, measurable goals and objectives in place to evaluate the success and impact of its programs in fulfilling its missions and internal delivery of service.
2. These goals and objectives will form the basis of WWA's Strategic Plan when combined with the specific actions to be undertaken by staff, volunteer committees and contractors to achieve those goals.
3. This Strategic Plan accomplishments or set-backs will be reviewed and updated annually, and reported on in the Annual Report.
4. At least once every two years, the Board of Directors will review these goals and objectives and charge the Executive Director with completing a performance and effectiveness assessment of its programs and deliver that for approval to the Board of Directors. This written assessment will consider:
 - a. Our effectiveness in accomplishing the Actions outlined in the Strategic Plan
 - b. Conclusions on the effect or results of the Strategic Actions on external missions and internal functions, as described by the metrics that define WWA's goals and objectives;
 - c. Recommended actions to continue to increase WWA's impact, drawn from the evaluation's conclusions.